



Pre-Applications

Pre-Application Narrative

Pre-Application Cash Transmittal

City of Scottsdale Pre-Application Submittal

April 24, 2020

Mark-Taylor Inc.; 12.1 gross/ac. at NWC of 78<sup>th</sup> St. & Princess Blvd.

FYI – During the online application I was prompted for the address, (which is not yet assigned,) or the intersection - which was not recognized by the system (78<sup>th</sup> St, and that stretch of Princess Blvd are maybe too new? – completed a few months ago.)

So to continue with the on-line application, I put in the closest intersection that the system DID recognize (Princess Dr & Princess Blvd) a little to the west.

Just wanted to let you know in order to avoid confusion. In the meantime – I will file for an official address.

Thank you,

Rob Orme

## **City of Scottsdale Pre-Application Submittal Narrative**

**April 24, 2020**

**Mark-Taylor Inc.; 12.1 gross/ac. at NWC of 78<sup>th</sup> St. & Princess Blvd.**

Mark-Taylor is proposing to build an exceptional multi-family rental community of 180 upscale rental units. The proposed density is approximately 14.9 du/gross acre -- which is much less than the allowable 294 units per the remaining land-use budget for this final R-5 zoning parcel within this planning area of the Crossroads East PCD (19-ZN-2002).

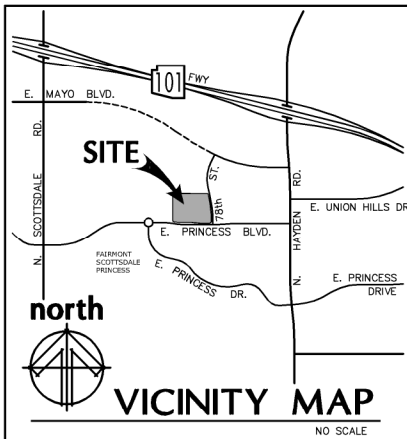
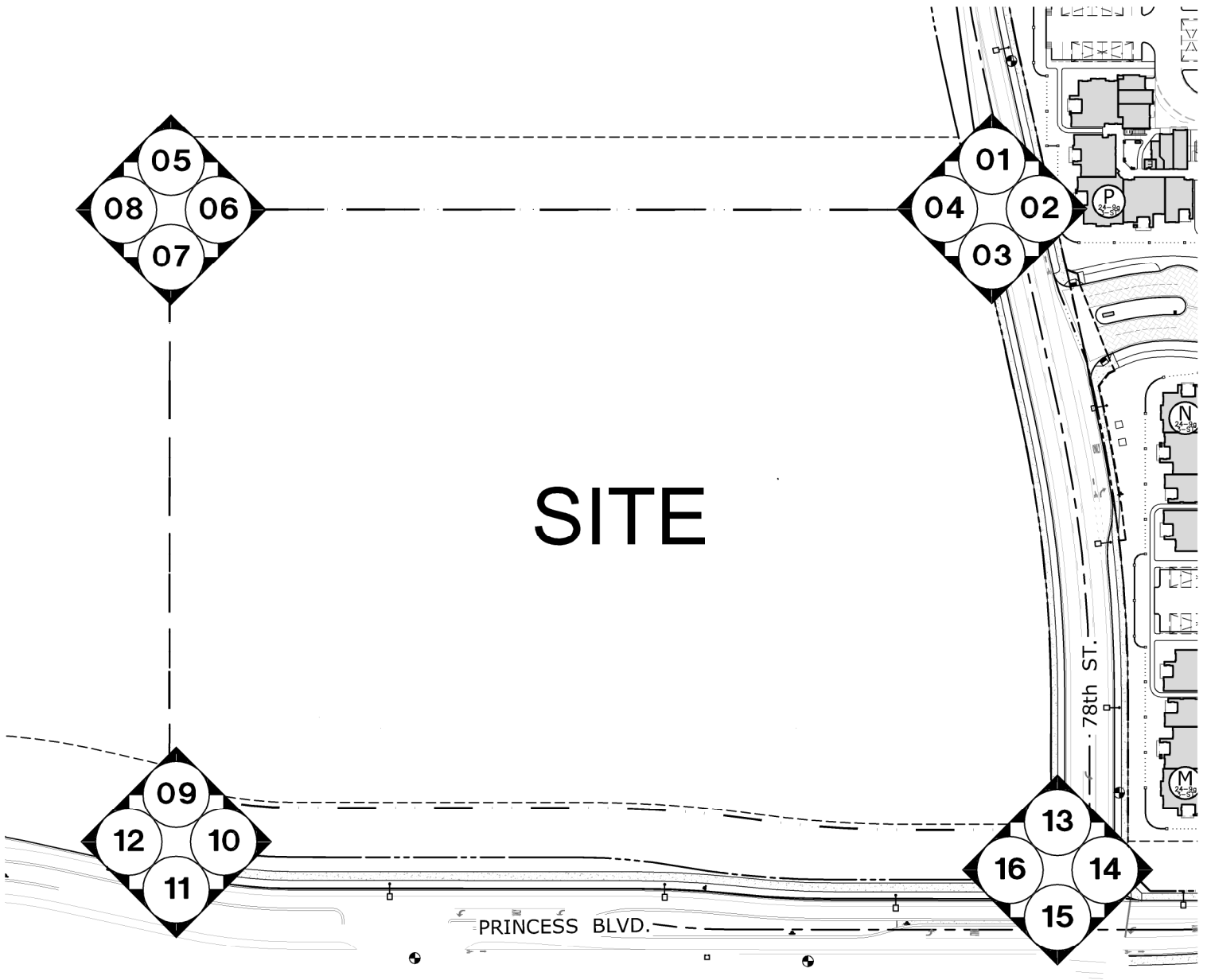
The proposed apartment community will consist of 1-bedroom (33%), 2-bedroom (52%), and 3-bedroom (14%) units. All ground floor units will have attached garages. All units are flats within 3-story buildings having a relatively small (4-plex) footprint. This smaller massing provides a more residential atmosphere than the large, dense apartments that are so common today. This means fewer common walls for the residents, no labyrinth of corridors, and more landscaped circulation throughout the site. All buildings will be of wood frame construction, 3-coat stucco, concrete 'S' roof tile, and have the fire protection and climatic qualities that are expected by today's standards.

This proposed Mark-Taylor community is a product of 30-years of design evolution, and will be built to the highest specifications of any apartment community to date. Mark-Taylor has proven over these decades of building luxury-level rental communities that their projects stand the test of time. They hold their value, and the high quality-of-living environment endures because longevity of the project is always a top priority during design, specification, and construction. And while other apartment communities are being designed with smaller, more compact units -- Mark-Taylor continues to provide some of the largest, most livable units in the industry.

The project will be designed to clearly delineate it from the adjacent apartment community. Not only will it follow a different massing model (smaller buildings), but the architectural character is anticipated to borrow heavily from the recognizable, elegant, and enduring Santa Barbara style which has broad appeal, and gracious southwest flavor. The confident color contrast of the stucco and barrel tile roofs, gables, rafter tails - and other distinguishing features such as shutters, iron railing, arches and other curved features will be an attractive compliment to the more linear, semi-contemporary, flat roofed, earthen grays of the neighboring project.

The site is laid out in traditional fashion with the Leasing Office/Clubhouse greeting residents and visitors as they arrive. A looping driveway provides circulation, well-distributed parking, and convenient emergency access to all units. The parking ratio is generous at just over two parking spaces per unit, and provides a healthy mix of garages, shade canopies, and uncovered stalls. The buildings at the core of the project are arranged around a central amenity area focusing on the clubhouse and pool area. Several buildings are placed along the adjacent landscaped drainage channel to the south side. A few units address the landscaped frontage on 78<sup>th</sup> street, and others overlook the desert area to the west (until adjacent development moves forward.)

The benefits of living at this community will extend beyond the luxuries of the individual apartment units to the beauty of the overall community. In terms of amenities, the community will offer residents a large state-of-the-art fitness center, a lounge with serving bar and kitchen for social gatherings, and a relaxing pool area for sun worship, a cooling swim, or therapeutic spa. This will be a gated community with a guard-house at the center of a grand entry porte-cochere to welcome residents and their guests while providing monitored access to help residents relax while home or away.



## CONTEXT PHOTO SITE KEY

no scale



**ARCHITECTURAL  
DESIGN GROUP**  
6623 North Scottsdale Road  
Scottsdale, Az. 85250  
480-991-9111

Mark - Taylor Development  
*78th St & Princess Blvd*

Date: 04/20/20

**CPS**

29-DR-2020  
9/18/2020





Context - 03



Context - 04



Context - 05



Context - 06



Context - 07



Context - 08







